

Rep Order# 9819170 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/14/2012 3:57 PM
Last Received: 09/14/2012 3:55 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

54666
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. CHANGES FOR LINES 2-3. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*2	M-F	7P-730P	TWO & A HALF MEN	:60	\$650.00	09/17-09/21	1 P2	1	1	\$650.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*3	SA	7P-730P	TWO & A HALF MEN	:60	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*4	SU	8P-10P	PRIME	:60	\$50.00	09/16-09/16	2 P4	1	2	\$100.00	
		Sales Remark: V3 ADD.										
		V3 Added										

---REPORT TOTALS---

Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 6 / \$1,700.00

Sales Totals: 6 / \$1,700.00

Rep Order# 9819170 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/14/2012 3:57 PM
Last Received: 09/14/2012 3:55 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 6 / \$1,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$209,877	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	16%
		WKRC	44%	WLWT	22%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

Rep Order# 9819170 Ver# 2 Status Returned
EC'd No

Traffic Order#

Printed: 09/14/2012 3:05 PM
Last Received: 09/14/2012 2:25 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 2 & 3
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*2	M-F	7P-730P	TWO & A HALF MEN	:60	\$700.00	09/17-09/21	1	1	1	\$700.00	
				Station Remark: V2 rate s/b 650.00 & spend 50. 1x 9/16 8-10p								
	*3	SA	7P-730P	TWO & A HALF MEN	:60	\$500.00	09/15-09/15	1	1	1	\$500.00	
				Station Remark: V2 rate s/b 450. spend the 50 sun 9/16 8-10p								

---REPORT TOTALS---

Report Totals: 2 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 4 / \$1,700.00
Sales Totals: 4 / \$1,700.00
Station Totals: 4 / \$1,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$209,877	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 16%
		WKRC 44%	WLWT 22%	WSTR 0%	WXIX 15%	

Rep Order# 9819170 Ver# 2 Status Returned
EC'd No

Traffic Order#

Printed: 09/14/2012 3:05 PM
Last Received: 09/14/2012 2:25 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9819170 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/14/2012 2:53 PM
Last Received: 09/14/2012 2:25 PM
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-F	8A-9A	LITTLE HOUSE ON THE PRARIE	:60	\$250.00	09/17-09/21	2 <i>p2</i>	1	2	\$500.00	
	2	M-F	7P-730P	TWO & A HALF MEN	:60	\$700.00	09/17-09/21	1	1	1	\$700.00	
	3	SA	7P-730P	TWO & A HALF MEN	:60	\$500.00	09/15-09/15	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 4 / \$1,700.00

---SALES MONTHLY TOTALS---

Sep 12: 4 / \$1,700.00
Sales Totals: 4 / \$1,700.00
Station Totals: 4 / \$1,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$209,877	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 16%
		WKRC 44%	WLWT 22%	WSTR 0%	WXIX 15%	

→ Change rate to \$650 &
offer 1x Sun 8-10P
9/16 @ \$50

→ Change rate to \$450 &
offer 1x Sun 8-10P
or 9/16 @ \$50

Rep Order# 9819170 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/14/2012 2:53 PM
Last Received: 09/14/2012 2:25 PM
Showing Buylines: All Lines

2 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

ORDER



Orders
Order / Rev: 56666
Alt Order #: 09819170
Product Desc: OBAMA :60S
Estimate: 1775
Flight Dates: 09/15/12 - 09/21/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: GENERAL

CW Cincinnati
 Millennium Washington DC
 MNAT
 National

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	6	\$1,700.00	\$1,445.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	6	\$1,700.00	\$1,445.00	0.00
Totals	6	\$1,700.00	\$1,445.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	09/17/12	09/21/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00
LITTLE HOUSE ON THE PRARIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	MTWTF--		2	\$250.00	0.00								
E 2	EKRC	09/17/12	09/21/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	1:00	1	\$650.00	P-2	0.00	NM	1	\$650.00
TWO & A HALF MEN RTE CHG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/17/12	09/23/12	MTWTF--		1	\$650.00	0.00								
E 3	EKRC	09/15/12	09/15/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	1:00	1	\$450.00	P-2	0.00	NM	1	\$450.00
TWO & A HALF MEN RTE CHG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S-		1	\$450.00	0.00								
E 4	EKRC	09/16/12	09/16/12	Sun Prime Sunday Prime Rotator	CM	8p-10p	-----S	1:00	2	\$50.00	P-4	0.00	NM	2	\$100.00
PRIME ADD.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	09/10/12	09/16/12	-----S		2	\$50.00	0.00								
Totals														6	\$1,700.00